

Telephone  
Fitz Roy 6100

Several thousand yards of all silk  
**Crepe de Chine, \$1.49 yd.**  
39 inches wide.  
Ivory, flesh, pink, navy blue, black and twenty other  
wanted shades.  
Macy's—Silk Department, Second Floor, 35th St.

Attractions Are Prices—  
Quality—Service—  
**Macy's**  
Herald Square B'way, 34th to 35th St.

**MEN**  
Our Men's Furnishings—Haberdashery, Gloves, Hosiery,  
Underwear, Hats, etc., are conveniently located on the Main  
Floor near the 35th Street Entrance, making shopping a  
matter of a few steps.

Store Hours:  
9 to 5:30  
Closed Every  
Saturday Until  
Labor Day.

**Tailored Dimity Blouses**  
These fashionable blouses have become an almost indispensable part of a well-tailored woman's wardrobe. Their crisp daintiness, combined with a tailored smartness, is delightfully attractive.  
We have several models which are very good, and we are selling them at a low price to meet the demand of the new fall suit for just such a finishing touch.  
We illustrate two styles—one with pique collar and cuffs and long sleeves. **\$3.74**  
The other with Peter Pan collar and trimmings of fluting. Short sleeves. **\$5.49**  
There are several other styles—priced as high as **\$10.74**  
Sizes 34 to 46.  
Macy's—Third Floor, 34th Street.




**VISITORS**  
It is our desire that your shopping expeditions while in town be a source of pleasure in every sense.  
We realize that prompt delivery of your purchases is essential to that end.  
To effect prompt delivery we must have your complete address—your name in full and correct street address. If you are stopping with friends **BE SURE THAT YOUR PURCHASES ARE DIRECTED IN THEIR CARE.**  
**ATTENTION!**  
For 62 years we have sold dependable merchandise at lowest-in-the-city prices.  
We are doing so now, and shall continue to do so. *R.H. Macy & Co.*

**All Wool Tweed Suits**  
For Misses and Small Women  
Specially Priced at  
**\$37.75**  
A particularly well-tailored model which suggests practical use for business or school wear.  
Inverted pleat in back, the coat has a narrow belt, convertible collar and four slash pockets.  
The skirt is gathered in back, and has two slash pockets.  
Full silk lined and interlined for warmth.  
In Rich Shades of Brown and Tan.  
Sizes 14 to 20.  
Macy's—Third Floor, 35th Street, Broadway.



**For Your New Fall Suit**  
**Brocaded Satin Lining**  
**\$1.89 yard**  
A lustrous satin surface lining with a strong cotton back offers a means of having a lining that wears well and looks well.  
An attractive floral design in solid colors and color combinations, tasteful and new.  
In the solid colors—pink, Copenhagen and brown, also white.  
In the two-tones—gold and Copenhagen, orange and green, Copenhagen and rose, green and wistaria and jasper.  
One Yard Wide  
Macy's—Lining Section, Second Floor, Centre, Broadway.  
**7500 Yards**  
**Aeroplane Linen**  
**74c yard**  
Usually 89c yard  
Light weight, strong and durable—advantages which make Aeroplane Linen a material of innumerable uses. It is ideal for dresses, smocks, school clothes for boys and girls, aprons, cushion covers, draperies and table covers.  
7500 yards of this exceptionally fine material at a price unusually low. In natural color only. 38 inches wide.  
Macy's—Second Floor, Centre.

**Special Purchase of 867**  
**Women's Silk Petticoats**  
**\$4.39**  
Four illustrated styles  
Three styles in messaline.  
One has a sectional flounce trimmed with clusters of pin tucks. Another has a tucked pointed flounce finished with a small pleated ruffle, while the third is made in straight-line effect scalloped at the bottom and trimmed with two pleated ruffles.  
Three styles in taffeta.  
One, particularly pretty, has a great deep flounce which is tucked and pleated. The second has a pleated flounce which is scalloped at the bottom, and finished with a wee fluffy ruffle. And the last has a shirred and tucked flounce which is finished with a straight pleated ruffle.  
All the New Changeable Colorings and Black  
Macy's—Third Floor, 35th Street, Centre.




**A Comprehensive New Fall Dress Fabrics**  
Showing of the  
Among our splendid collection of fashionable materials you will find the following, which certainly will deserve their promised popularity because of their loveliness of texture.  
In 54-inch width  
Graciella Velours Chamoistine  
Silk and wool duvetyne Veldyne  
Vel de cygne Crayon-striped veldyne Heather mixtures in jersey  
Duvet de laine Evora superior Canuck checks and plaids  
**An Unusual Display of All Wool Plaids**  
**at \$6.44 yd.**  
in the correct color effects that are chiefly exploited for sports apparel. 54 inches wide.  
**Two Special Items**  
**in Navy Blue**  
All wool navy serge **\$2.89 yd.**  
The right twill and weight for Fall costumes. Our usual \$4.49 quality. 54 inches wide.  
French twill dress serge **\$1.98 yd.**  
In a fine shade of navy blue, our usual \$2.69 quality, 42 inches wide.  
**All Wool Tweed Suitings, \$1.98 yard**  
Usual \$3.49 quality  
In these desirable suitings a wide range of practical and attractive colors are offered. These strong, well wearing tweeds are just the thing for boys' school suits. 56 inches wide.  
Macy's—Second Floor, 35th Street, Broadway.

**252 Women's Shetland Sweaters**  
Specially Priced at  
**\$5.24**  
Sweaters made of fine Shetland in the smart Tuxedo style, with long braided girdle. The sleeves are long and cuffed. Truly a practical model for immediate and early fall wear.  
Navy, black, white, buff, seal brown, salmon and turquoise.  
Sizes 36 to 44.  
Macy's—Third Floor, 34th St. Front.



**Annual August Sale of Blankets and Comfortables**  
**Now On Its Second Week**  
Preparations for this event were so thorough that despite an unusually busy week we are still offering complete stocks of quality blankets and comfortables at remarkably low prices.  
**Pure Wool Plaid Blankets**  
Full size, **\$12.89 pair**  
The famous Amana Blanket of pure wool woven by the Amana Colony. Long wear and warmth have made them popular. Priced remarkably low for this sale.  
**Pure Wool Blankets**  
**\$16.48 pair**  
Double bed size  
Extra weight. Bound with soisette on ends. In attractive block plaids; also in white with colored bar borders. An unusually good blanket at a low price.  
**White Ohio Wool and Cotton Mixed Blankets**  
Long wearing blankets made of Ohio wool mixed with cotton.  
Single size **\$8.94** and **\$9.89 pr.** Full size **\$8.94, \$10.89 and \$11.89 pr.**  
**600 More White Eiderdown Blankets**  
Soft, woolly finish of substantial weight. Should not be confused with cotton fleece blankets. Slightly imperfect.  
Single, three-quarter and full sizes.  
**Special \$2.94 pair**  
Would be if perfect \$5.94 and \$6.49 pr.  
Macy's—Basement, 34th St., Rear.  
**Pure Lambs' Wool Filled Comfortables**  
**\$7.89, Full size**  
Only 150 at this Special Price  
Well filled with light fluffy lambs' wool. Covered with closely woven attractive floral silkline. Will give maximum warmth without undue weight.  
Mail and telephone orders filled only as long as quantity lasts.  
**Extra Weight Pure Lambs' Wool Filled Comfortables**  
**\$10.89, Full size**  
Extra well filled. Have plain sateen borders and floral silkline centers.  
**Comfortables Cotton Filled**  
Filled with white sanitary cotton, covered with attractive floral silkline. Full size. Special, **\$3.64**  
Full size, **\$7.49**  
**Silk and Satin Comfortables**  
**Pure Lambs' Wool Filled**  
Imported Silk Comfortables in plain colors, at a very low price.  
**\$19.89 full size.**  
Extra well filled with white sanitary cotton. Plain sateen borders, centers of high count floral silkline. Full size, **\$27.50** full size.

**Children's Rompers**  
1 to 4 Years  
**94c**  
Practical and attractive rompers for the little fellow who plays hard and gets dirty. They wear well, wash well and look well.  
In three models—one creeper and two beach knee styles—in plain blue chambray or in pink and white, blue and white, or tan and white striped galatea. The trimmings are of white or plain colors.  
Macy's—Third Floor, 35th Street, Rear.



**High Grade Worsted Wilton Rugs**  
We are offering an exceptional line of high grade Worsted Wilton Rugs. These rugs were made in an American mill whose merchandise stands for quality in the rug field. The surface of the rug is all worsted, fabric has 13 wires to the inch—a quality that makes for the rug's durability. A very good line of designs and colors. They are in Oriental and Chinese effects, and in the various shades of colorings that are so popular today. Sizes and prices are as follows:  
22 1/2 in. x 36 in., **\$12.74**  
27 in. x 54 in., **18.48**  
36 in. x 63 in., **29.25**  
4 ft. 6 in. x 7 ft. 6 in., **62.25**  
6 ft. x 9 ft., **112.00**  
8 ft. 3 in. x 10 ft. 6 in., **\$166.00**  
9 ft. x 12 ft., **183.00**  
9 ft. x 15 ft., **251.00**  
10 ft. 6 in. x 14 ft., **293.00**  
11 ft. 3 in. x 15 ft., **316.00**  
The above all new this season.  
**Special for Monday**  
**Seamless Axminster Rugs**  
**At 1/4 Off**  
This assortment of High Grade Axminster Rugs taken from our regular stocks and reduced 1/4 for special selling on Monday. A good assortment of designs and colorings.  
Lot 1 Special, **\$72.50** (Originally \$94.25)  
Lot 2 Special, **\$63.50** (Originally \$84.75)  
Size 9x12.  
Macy's—Fourth Floor, Front.

**Two Special Values**  
**Bleached Music Sheets**  
**Hemmed Ends**  
Extra good quality muslin—Will give excellent service. For comparative value we quote today's wholesale cost.  
Size before hemming:  
72 x 99 Wholesale cost \$3.33 each. Special **\$2.59** each  
90 x 99 Wholesale cost \$4.00 each. Special **2.97** each  
Macy's—Basement, 34th Street, Rear.  
**MUSIC ROLLS**  
Can be played on any 88-note player piano.  
**All Latest Hits, with Words**  
**89c each**  
(List price \$1.80 each)  
Macy's—Music Department, Fourth Floor, 34th St., Rear.

**A Special Purchase Enables Us to Offer**  
**Real Madeira Linens**  
**At These Extremely Low Prices**  
This purchase includes about 1,200 pieces of exquisitely hand scalloped and hand embroidered centrepieces, and tea and luncheon cloths, in two very elaborate designs. Rose motif and basket designs on very fine quality round thread Irish linen, in the following range of sizes:  
18-Inch Centrepieces, **\$2.69 ea.**  
20-Inch Centrepieces, **\$3.39 ea.**  
24-Inch Centrepieces, **\$4.19 ea.**  
27-Inch Centrepieces, **\$5.44 ea.**  
35-Inch Tea or Luncheon Cloth, **\$8.74 ea.**  
43-Inch Tea or Luncheon Cloth, **\$11.48 ea.**  
In this lot there are also 200 pieces of real Madeira hand scalloped and hand embroidered pure linen huck guest towels in a number of very elaborate designs. Size 15-inch x 21-inch, **\$2.97 ea.**  
There is also a range of different size scarfs to match in the following sizes:  
18x35 inch, at **\$9.44 to \$10.89 ea.** 18x44 at **\$11.24 to \$12.74 ea.** 18x52, at **\$12.89 to \$16.89 ea.**  
These scarfs are also hand scalloped and hand embroidered on very fine Irish linen, in several elaborate designs.  
Macy's—Second Floor, 35th Street, Centre.